



## **Group Assignment**

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## Executive summary

This report provides an investigation and analysis of the current and prospective attractiveness of the mall attribution, the authors focus on the study of the Convenience and Entertainment factors from the questionnaire, to different demographic customers group (Gender and Age). Methods of analysis include data comparing, horizontal and vertical analyses. Other calculations include data analysis: frequency analysis and SPSS application in appendix. All calculations can be found in the report. It shows that the male customer's preferring of the entertainment factors, and but female would consider more about the convenience factor. In particular, comparative performance is that where all the customer want the convenience which are essential factor to decide whether if they would like to go to the shopping mall and shopping time; on the other objectives, younger customers would more prefer entertainment, the elders would considered more about convenience factors.

Through this report be will find all the importance and prospects of the shopping mall. It will explained all the factors and major the weakness. The report also includes the recommendation and the limitation.

## Research objectives

The last few decades has witnessed the significant development of the shopping mall. According to the International Council of Shopping Centre of Australia (2016), it has become the indispensable aspect to both the customers' lifestyle and the retailer and suppliers' aspects; the total retail turnover was \$120 billion in 2014, take a pretty big percentage of the Australia GDP.

There are many elements that affect shopping behaviors, such as, location, price, gender, age and such. This paper will focus on the identify and discuss the relationship between demographic (gender and age) factors and the convenience and entertainment factors of the shopping mall by discuss the customers' preference, and monetary and temporal spending dimension in the shopping mall.

There are two major objectives, which are:

### **Objective 1)**

Would the male customers be more attractive to the convenience factors comparing with female customers?

### **Objective 2)**

Would the male customers be more attractive to the entertainment factors comparing with female customers?

### **Objective 3)**

Would the younger customers be more attractive to the convenience factors comparing with older customers?

### **Objective 4)**

Would the younger customers be more attractive to the entertainment factors comparing with older customers?

## Literature Review:

Shopping malls is a one stop solution to provide customer huge collections of variety of shops under one roof. One of another key factors that are attracting the customers is window shopping. Human psychology has been analysed and found that people end up buying things at a random in shopping malls; even they purchase things that they have not planned (Roy 2011). Shopping malls also provide a pleasant and soothing for their customers. Shopping malls are air conditioned which removes the tiredness of the customers while shopping and enables them to shop more and more, shopping malls are pollution and hustle free. (Ismail 2007).

### *Objective-1:*

Convenience and accessibility plays a significant role while choosing a shopping mall. The research found that female consumers are more attracted towards the convenience factor than in compare to the male customers. The female customers have the tendency of more enjoying the shopping behavior compare with the male, and the research indicates that female customer shopping is less purpose and more time-consuming. (Susan & Robert, 2002) As mainly because the consumers are now undertaking more and more multi-purpose shopping trips and in general it can also be seen that they prefer the shopping center. (Eroglu et al. 2005).

It is assumed women are more inclined towards shopping compare to men and so hence the female customers are finding convenience more attractive. The increased amount of working hours has also changed the perceptions of the consumers. According to some researchers it can be found the significant increase of the female working time compared with previous decades, however female also take great responsibility of the household in the family. (Elisabett, 2015) The convenience also served as the third most significant and important influence over the satisfaction and the fifth largest influence over frequent mall visit by the female customer. The convenient location of the mall provides greatest advantage for the customers as they can easily get the necessary grocery products of regular use. (Mooradian, 1996) Males customer would easy get what they wanted in the convenient shop indeed of spend another trip to the shopping mall, on the other hand there is also figures indicate more male spend more time in the mall these days. (Change & Yeh, 2015) However, men and women seem to relate the material possession differently, in nature, female customer would spend more time and have more purpose than male customer in the shopping mall. So the authors assumed that female would pay more attention on the convenience factor.

### *Objective-2:*

It also has been examined that the effect of physical environment of the shopping mall on the consumer were viewed as the place which is not only meant for shopping but also for the activities related to all sorts of entertainments. After researching it has been found that both male and female customers enjoy the services related to entertainment which is provided by respective shopping malls, which includes the massages, nail and make-up services, haircuts, and cinema. Some research shows the male customers seem to be more attractive towards the entertainment factors then in compare to the female customers. (Campbell, 1997) Nowadays it can be seen that the shopping mall tends to be more leisure driven than the shoppers in the beginning of the 1990s. There are also two most important explanations presented for the entertainment that are being associated with the different forms of attributes. The consumers especially the male consumers are not at all homogeneous and not all would enjoy the shopping behavior itself, therefore they may tend to perceive the

entertainment of the time spending, which is entirely different in terms of their importance and meaning.

Entertainment is very much important for the shopping centres as because it provides a sort of excitement and fun shopping experience along with relaxation for the customers (Hu et al 2007). Hence it can be assumed that entertainment has a positive effect on the shopper satisfaction, especially for male customers.

#### *Objective-3:*

According to the study it can be found that the old customer are more attractive to the convenience factors because the old customers always wants to travel less and they preferred the malls and stores to be situated near by their home. The elder customers according to a thorough study have been found that they mainly focus upon the qualities of apparel comfort, high quality and value, in this case the convenience indicates the wider meaning of the word. Even they also provide authentic products and ethnic attire in where they are more likely wants to participate in the local activism. (Ng, C.F 2003).

Generally according to the comprehensive study of the elder customer behaviors, the elder customer remain loyal to one particular brand and stores, and they would visit more than once in a week, (Lewis, 1990) which in another word, they would be loyal to one shopping mall nor far away from their accessibility. Additionally the older customers also more likely wants to accept the substitute products unless they have to. The majority of the older customers are also not inclined towards buying the foods. It can also be seen that the older people use shopping malls as their venue for exercise and entertainment and they put less focus on making purchases (Gunter 2016). Form the aspect of the younger person, in nature they would love to enjoy the adventure of the new things and explore more places, which according to Kim et al (2003), the teenager would less focused on the convenience but on the other hand, they would consider the accessibility if they do not have the car. In summary, it is still reasonable to think that both group of customer are pay attention of the convenience factor.

#### *Objective-4:*

It is quite obvious that the younger customers are more attracted or inclined towards the entertainment factors in compare with the old customers as because according to the research work it can be seen that the younger generations are more inclined towards food courts and movie theatres. The children especially wants to visit ice skating rink, horror show, children amusement park and also wants to take part in different types of entertainment which is relevant for the shopping centers. The researcher also concludes that the younger customers often visit the shopping centers for social and entertainment purposes. Nowadays it has been seen that Youngers go to the shopping malls for shopping purpose and also for spending time with their friends and family. It has been seen that shopping's malls has also became a place for spending their leisure time with friends. (Anselmsson, 2006)

Most of the younger customer spends their maximum time in food court and mall stores as hanging around here and there and try to spend a good quality time with their friends and family. Further analysis also revealed that the younger customers are more favorable towards the dispositions and shopping orientations towards the mall and then somewhat to the older respondents. Even the study shows that the older segments of customers are more objective rather than the socially motivated to consume (Panwar et al 2016). It can also be found that the objective motivations towards the consumption also predict that an individual consumer perception is not inclined towards the entertainment purposes than in compare to the younger customers. However, considering the elder would have more free time than Youngers, it is very clear that entertainment factors would be very important for both group.

## Methodology

This chapter of the study focuses on the research procedures, rationale, and processes that will be used to carry the field research on the identification of the relationship between demographic factors and shopping attraction.

### Research Design

The study will implement a qualitative design that will focus on the use of quantitative data. The qualitative design would include the collection descriptive data involving the opinions, perceptions, and attitudes of the respondents from the questionnaires and coded into the quantitative data, which satisfied the collection of descriptive numerical data. The advantage of using quantitative methods design is that it provides easily quantifiable information that provides a straightforward analysis of the subject matter. (Oppenheim, 1996)

### Data Collection

The study will use primary data that will be collected through the use of questionnaires. The primary data collection methods are used to get first-hand and up-to-date information regarding the subject matter. As such, the quantitative data from the survey will be obtained in form of answers to the distributed of questionnaires. The survey questions are closed-ended in a manner that leads to a definite and predetermined answer from a set of alternatives provided. The use of questionnaires and closed-ended data collection questions forms a strong basis for the quantitative research design. The questionnaire had structured as well as the semi-structured design of questions. Notably, the questions were formulated in a manner that permitted easy responses and provided adequate time for the respondents to answer the questions. The formulation of the questionnaires evolved the use of close-ended questions that resulted in selective the most appropriate option from the multiple choices set of alternatives. A brief introduction was made to the respondent before administering questionnaire with the aim of explaining the contents of the questionnaire. Consequently, it permitted the flow of information from the less confidential and detailed data to more confidential and detailed information. The confidentiality would be assured to the respondent through a letter of transmittal that accompanies the questionnaire.

### The Study Sample

The participants were selected randomly from a population of frequent shopping centres customers. The sample was being brought up by randomly selecting customers going for shopping and asking them to take part in the research. The random-based sample selection criterion is effective in the elimination of bias and ensuring representativeness of the sample. The elimination of bias ensures that the study provides an objective and valid conclusion, while representativeness ensures the information provided fits the state and various characteristics of interest of the population under study. The study was based on five malls namely; Marion, Harbour Town, Rundle Mall, Burnside Village, and North Adelaide Village and 500 respondents from a population of customers.

### Data Analysis

The data analysis procedure entails three main processes namely; the data reduction process that reduces the bulk in information collected to concise, useful information, data presentation that entails the representation of the condensed data into facts aided by diagrammatic features, and lastly drawing of conclusion based on the information collected. The Excel software will also be useful in analysing the descriptive and numeric data. The analysis will employ descriptive analysis of the quantitative data. The analysis will entail

consideration of every aspect of interests from demographic data to shopping tendencies and consumers' behaviors.

### **Descriptive analysis**

Descriptive analysis is used in the study to describe, summarise and reduce data into significant meaningful information. Descriptive statistics are used in this research to provide measures of central tendency and the spread of data. As such, it provides sufficient information regarding the variability of data in terms of mean, mode, and standard deviations. The information regarding the maximum and minimum variables are also useful in this study.

### **Addition of Tables and Chart**

Tables and chart are used in the visual representation of data. In this case, the data are categorised based on the gender of respondents. In addition, the information represented in The tables and charts are provided in the form of proportions and percentages. The data represented gives measures of consumers' preferences based on convenience and entertainment.

### **Description of coding approach Information On demographic distribution**

Information regarding the demographic distribution of data based on respondents preferences of shopping centres in terms of convenience and entertainment. The analysis based on entertainment and preferences will provide sufficient information to determine whether a location is the main determination of shopping attraction to money spending. In this case, the shopping centres are assigned numerical numbers to represent them and the responses on the preferred shopping location is simply given as a number. Such a coding technique ensures all information is numerical and easily quantifiable.

### **Descriptive and statistical analyses**

The descriptive analysis is facilitated through the use of summative values. In this case, the data is categorised regarding gender and the proportion of the responses based on two demographic variables (convenience and entertainment). The used coding technique assigned the number one to male and two to female respondents providing a categorical (Male =1, Female=2) variables for the study. The use of such a technique facilitates data analytic procedures. In addition, non-response was accorded the number zero, while a number one denoted the fact that the respondent gave his response to the survey (1: respondent chose the response, 0: respondent did not choose the response). Additionally, one respondent was allowed to submit multiple responses.

### **Information regarding demographic distribution –Descriptive analysis**

The demographic distribution of the shopping centres' location is analysed based on consumers' preferences on entertainment and convenience. An approach provides information on whether consumers choose a given shopping centre due to conveniences in terms of accessibility or because of the quality of entertainment offered. The descriptive statistics are used to obtain information regarding the total sums, and gender-based distributions. Comparative analysis will be used to determine the most appealing demographic aspect that influences shopping tendencies of consumers. The findings obtained showed that male and female respondents have different opinions regarding demographic factors that influence shopping attraction to money spending. These findings revealed that most female respondents are inclined towards convenient shopping tendencies, while their male counterpart's priorities on the quality of entertainment offered in their respective mole.

## Findings and discussion

- Gender and Shopping Mall Attractiveness (Convenience and Entertainment)

	Values		
Row Labels	Preference of Entertainment	Preference of Convenience	Sum of Gender
Male	124	118	239
Female	139	132	518
Grand Total	263	250	757

Table 1: DATA ANALYSIS- Profile of responding consumers based on gender

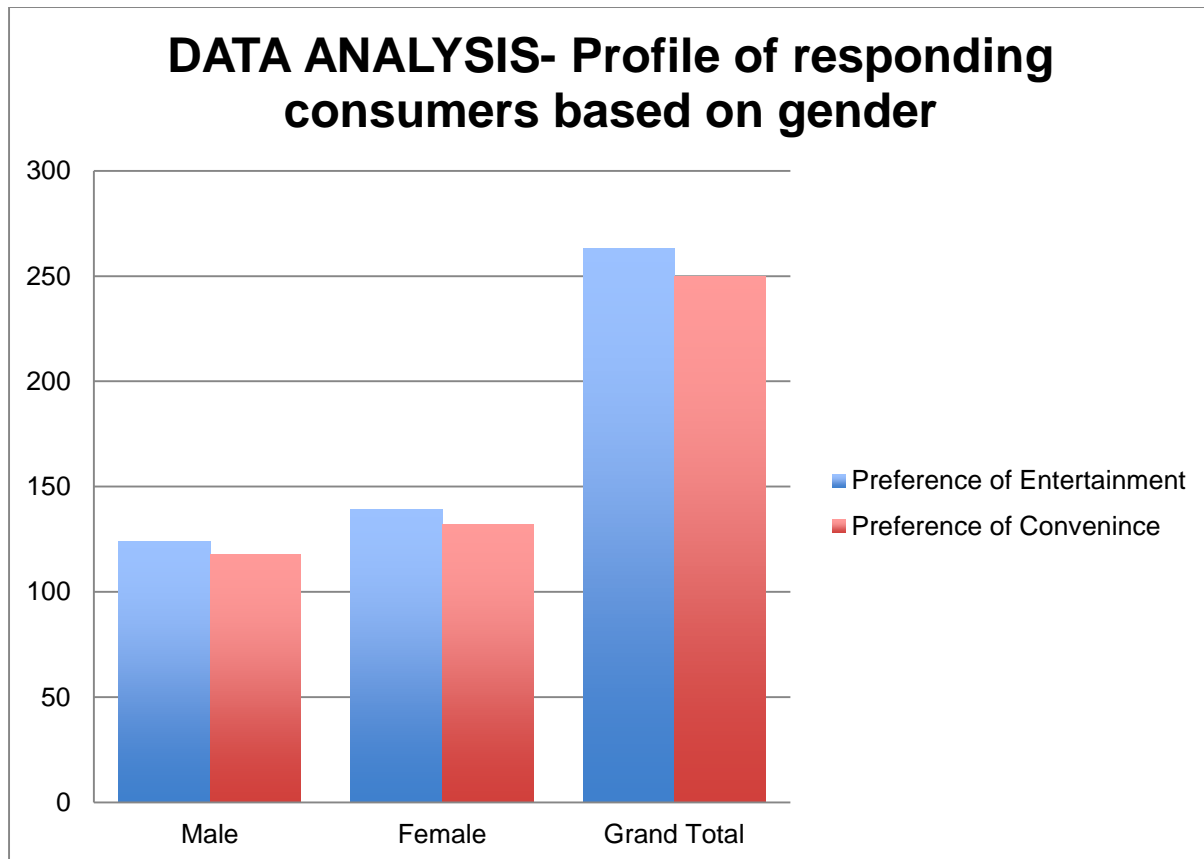
Row Labels	Percentage of preference of Entertainment	Percentage of preference of Convenience	Sum of Gender
Male	16.38%	15.59%	31.57%
Female	18.36%	17.44%	68.43%
Grand Total	34.74%	33.03%	100.00%

Table 2: Frequency Analysis - Profile of responding consumers based on total customers

Row Labels	Percentage of preference of Entertainment	Percentage of preference of Convenience	Sum of Gender
Male	51.88%	49.37%	100.00%
Female	26.83%	25.48%	100.00%

Table 3: Frequency Analysis -Profile of responding consumers based in each of its own genders





Figures 1: **DATA ANALYSIS- Profile of responding consumers based on gender**

This study set out with the aim of assessing gender and mall attraction in terms of Male and Female customers who would be more attracted to the shopping mall base on convenience factors.

From the Table 1 above in the descriptive analysis, it can be seen that more females visit the shopping mall because of convenience factors compared to males. Out of the grand total of 250 counts for convenience preference, 132 females visit the mall due to convenience factors compared to males which have 118 counts. As mentioned in the literature review, Women also known as females finds convenience more attractive than males. Also, convenient locations are of great advantage to females than males because females do a lot of shopping and they would like these various shops to be easy to access multiple items.

Aside from convenience, Table 1 shows both male and female customers get attractive to entertainment factors at the shopping mall. Surprisingly, from the table it can be said that entertainment is not of much attractiveness to male customers to visit shopping malls. That is, 124 males and 139 females out 263 grand total visit the mall due to entertainment factors. Furthermore, with the grand total preference of convenience and entertainment factors, females have the highest preference of 518 and males have 239 counts out of the grand total of 757. This can also be interpreted in a percentage form shown in table 2 above and in the appendix. And this percentage indicates female with the highest percentage of 68.43% and males with 31.57% (Foxall 2002). From observation during data collection, females were found more at the shopping going about their daily shopping, visiting cinemas, and food court in the various malls.

- Age and Shopping Mall Attractiveness (Convenience and Entertainment)

Row Labels	Count of Entertainment	Count of Convenience	Sum of Age
18-25	50	52	94
26-35	53	57	198
36-45	51	48	294
46-55	52	42	376
56 &+	57	51	565
<b>Grand Total</b>	<b>263</b>	<b>250</b>	<b>1527</b>

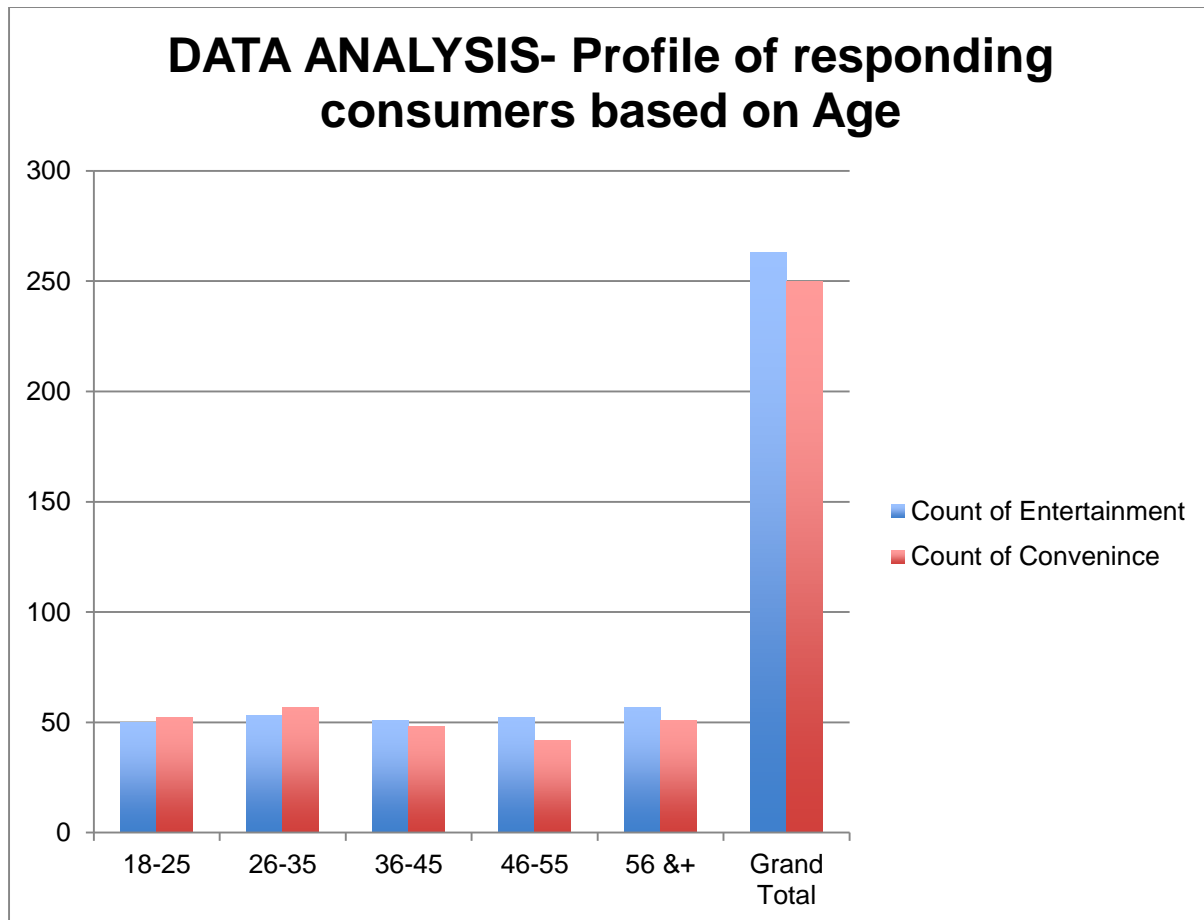
Table 4: ANALYSIS- Profile of responding consumers based on Age

Row Labels	Percentage of preference of Entertainment	Percentage of preference of Convenience	Sum of Age
18-25	3.27%	3.41%	6.16%
26-35	3.47%	3.73%	12.97%
36-45	3.34%	3.14%	19.25%
46-55	3.41%	2.75%	24.62%
55+	3.73%	3.34%	37.00%
<b>Grand Total</b>	<b>17.22%</b>	<b>16.37%</b>	<b>100.00%</b>

Table 5: Frequency Analysis- Profile of responding consumers based on Age

Row Labels	Percentage of preference of Entertainment	Percentage of preference of Convenience	Sum of Age
18-25	53.19%	55.32%	100.00%
26-35	26.77%	28.79%	100.00%
36-45	17.35%	16.33%	100.00%
46-55	13.83%	11.17%	100.00%
55+	10.09%	9.03%	100.00%
<b>Grand Total</b>	<b>17.22%</b>	<b>16.37%</b>	<b>100.00%</b>

Table 6: Frequency Analysis- Profile of responding consumers based on its own Age group



**Figure 2: DATA ANALYSIS- Profile of responding consumers based on Age**

To identify the possible difference in age and which age group would be more attracted to the convenience and entertainment factors at the mall, a cross tabulation was done and this shows in table 4 and appendix. Based on this result, it can be explained that when it comes to convenience at the mall, the age group who are more attracted to the mall because of convenience are the younger customers with the highest number of 57 counts. The older customers do not have much influence from convenience for them to visit the mall, which shows them having the highest count of 51 counts.

Also, Table 4 surprisingly shows that older customers are likely to visit the mall due to entertainment factors compared to younger customers. The older customers have the highest count of 57 and the younger customers have the highest count of 53. Looking at the percentage counts in table 5, it shows the same data of the younger customers having a percentage preference of convenience to be 3.73% while the older customers have 3.34%. Compared to entertainment, the older customers have the highest percentage of 3.73% and the younger customer is 3.47%.

## ● Discussion

Literature showed that older customers are more attracted to shopping malls due to convenience but base on the data analysis, it was found that it is younger customers who will be attracted to convenience and the data analysis also showed that younger customers are not much attracted to the shopping mall due to entertainment but older people are which is likely to contradict with literature.

With the key findings, it was seen that gender and age are likely to influence customer visit to the shopping mall base on attractiveness factors of the mall, but not very obvious. Some of the findings are consistent with other studies while some are not consistent. From observation from the visit to the mall, some shoppers are being seen buying from different shops while some sit at the various food court to enjoy their meals and comfort. This varies between gender, age and the purpose of their attraction to the mall in the first place.

With shopping mall attractiveness factors mentioned in the study, mall management should provide convenience for customers in terms of providing cross shopping which enables customers to get multiple types of products in various retail tenant. Since customers especially females based on data analysis are more looking for entertainment, management of the mall can provide special event, family entertainment centre, cinema, video game and much more if the mall wants customers to visit frequently, spend more money and time at the mall. Evidence shows that spending will increase as consumers stay longer in a retail environment (Ng 2003).

## Conclusion

Nowadays the shopping centers or the shopping malls are becoming very much popular among all the generation of the people. In these shopping malls, people come to meet their friends, enjoyment and also shopping. People who are well enough established buy things from these shopping malls. People get all types of things under one shade with many varieties in the things like from clothing, new fashion garments, accessories to the household items etc. It has all sorts of things and varieties to satisfy the convenience of the customers.

Women are more convenience about these one-stop shopping malls in comparison to the men. From objective 1 view, it is can say that the male customers are very much less attracted to the convenience that this shopping mall provided in comparison to the female customers. It is known that the factors like accessibility and convenience have become very important when it comes about the choosing of the shopping malls. And as the female customers always focus on the convenience while shopping, for this reason, the one stop shopping mall attracts them as these provides them all the things which satisfied their requirement under one place and at one time. As female customers have the tendency for more multipurpose shopping for which they have to go here and there for buying the items, which can satisfy, their needs but this system is very time-consuming and very tiring. Again the convenient location of the malls provides greater convenience and advantage to the female customers as they can access to the mall and get their necessary items for various purposes on a regular basis. Even the difference from the data is not significant obvious, but it still points that females are more considered the convenience factors.

From objective 2 view, it is obvious that the physical environment of the shopping malls has an effect on the customers. It has been seen that the environment of the shopping mall for the customers are not only meant for shopping purpose only but also related to the entertainment activities. Nowadays the shopping malls provide more leisure driven factors to the shopper compared to 1990s. The male customers are not homogenous for which they tend to perceive the entertainment items which are very different in terms of meaning and importance (Dennis 2004). The entertainment is important to the shopping malls as it provides excitement and fun experience along the shopping, which has a positive effect on the customers and satisfies them. In this case, the male customers are more attracted to the activities and factors of the entertainment purpose in comparison to the female customers.

From objective 3 view, the literature indicates the old customers are very much attracted to the shopping mall which is more convenient to them. For the reason of that they prefer the shopping mall where they have to travel less for buying goods and also mainly buy the apparel of comfort and high quality and authentic products. The elders remain highly loyalty to their preference and not that interested in the buying food items compared with less aged people; indeed use the mall as their exercise venue sometimes and for social gatherings. Even through, the data is less provable, considering the literature and statistical error, the conclusion still made that all the customer would like the convenience factors of the shopping mall, but elderly people would more consider convenience factor to the mall they going to.

From objective 4 view, the table shows that the younger people are less attracted to entertainment in the shopping malls in comparison to the old people. But children visit the ice skating ring, horror show and amusement parks and young adults visits mainly food courts and movie theatres and try to spend their time with friends and family (Panwar et al 2016).

The researchers conclude that the young people consider more about entertainment factors about the mall they visit.

This research study implemented a qualitative design in which it focuses on the quantitative data and less the qualitative data like perceptions, opinions of the respondents. For the collection of the descriptive numerical data, quantitative data is sufficient. The questionnaires have been used for the collection of the quantitative data while the interview has not used for the collection of data. The advantage of this method is that it provides information, which is quantifiable and provides straightforward analysis of the matter. The study was taken place at selective five malls. For these participants were selected randomly who were going for shopping and the questionnaires are provided to them. The random selection diminishes the bias in the sampling. In the analysis of data, Excel software is used for the Analysing of the numerical and descriptive data. The analysis considers the aspects of the data for shopping tendencies to the behavior of the consumers. It will be better if the analysis of the study also contains the qualitative data like opinions and attitudes and tendencies of the people with the quantitative data of the analysis then we can compare the data of both the prospect to get the accurate result of this study (Hu 2007). Because the data like the opinions and attitude of the people are also considerable for this study. This process also has some limitation, sometimes people becomes offended and irritated during the session of the questionnaire as they have come with the shopping but they do not have the time to finish it. Some people directly ignore this process and show some negative attitude.

## **Recommendation and limitation**

Considering of the importance of both convenience and entertainment factors, few recommendations are given as following. Give more considerable time for the customers' parking, many customer would consider that the parking time would be very big influence about their shopping time, and reasonably increase the free parking time would be great for attracting customer to the malls; convenience is not only about the location, but also indicates the environment and understandability of the customers; target the customer group is very important, from the research, which indicates that the different requirement of the different group customer especially in different age group, so if the mall could focus on the entertainment more attract to elder customer, they would easily attract this group of customers.

Also there are some limitation that all the data analysis in the report is from the questionnaires from the local shopping mall, during the number and time space limitation investigated by the students, the opinions may not be collected from all aspects of the customer group. And there may be a seasonal and regional difference that affects the relationship located.

## Reflection

We have learned many things from this experimental research that the convenience and entertainment of the shopping mall are very much dependent on the gender and age of the people. As the female are more attracted to the shopping purpose in the shopping mall whereas the men have more interest in the activities which are related to the entertainment rather than the shopping. While on the other hand, old aged people attracted towards the shopping mall for buying specific clothes of a specific brand which has comfort and high quality. They use the mall as their social gatherings place and venue for exercise. On the other hand, young people mainly use the shopping mall for entertainment purposes like amusement parks ,movie theatres etc.

We have learned from the experiments the use of the analysis processes in the experiment studies like this. During the data collection period, we interacted with a lot of people from different nationalities which catalysed our communication skills. It also help us to know how to work in groups and share our various views among ourselves. The use of software like Excel for the analysis of data was a great experience which is likely to help most of us in our further study which may require a research work, even though we made some mistake during the coding part by ourselves.

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## Appendix I SPSS Application based on Objective 1) & 2)

### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Convenience	251	50.3%	248	49.7%	499	100.0%
Gender * Entertainment	264	52.9%	235	47.1%	499	100.0%

### Gender \* Convenience Cross tabulation

Count

		Convenience		Total
		.00	1.00	
Gender	.00	1	0	1
	1.00	0	118	118
	2.00	0	132	132
Total		1	250	251

### Gender \* Entertainment Cross tabulation

Count

		Entertainment		Total
		.00	1.00	
Gender	.00	1	0	1
	1.00	0	124	124
	2.00	0	139	139
Total		1	263	264

## Appendix II SPSS Application based on Objective 3) & 4)

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Convenience	250	50.2%	248	49.8%	498	100.0%
Age * Entertainment	263	52.8%	235	47.2%	498	100.0%

**Age \* Convenience Cross tabulation**

Count

		Convenience	Total
		1.00	
Age	1.00	52	52
	2.00	57	57
	3.00	48	48
	4.00	42	42
	5.00	51	51
Total		250	250

**Age \* Entertainment Cross tabulation**

Count

		Entertainment	Total
		1.00	
Age	1.00	50	50
	2.00	53	53
	3.00	51	51
	4.00	52	52
	5.00	57	57
Total		263	263

Note:

Age Group	1	2	3	4	5
Actual Ages	18-25	26-35	36-45	46-55	56 & +